

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES
B. Tech (Open Elective Course)
Course Title: Market Psychology & Consumer Behaviour

Course Category: OE
Course Code: HSOE 302
Credits: 3 (L-3)
Semester: 5th

Internal: 50 Marks
Theory: 50 Marks
Total: 100 Marks
Time: 3hrs

Course Objectives

To introduce the psychological issues in market & consumer psychology to the students and to acquaint them with advances in market & consumer psychology

Note: Six questions to be set covering all the units. The examinees shall have to attempt any five questions of their choice.

UNIT I

Concept, applications of market psychology, internal & external factors affecting consumer behavior. Applying consumer behavior knowledge; Application of Marketing Segmentation in Consumer Behaviour; Consumer society in the twenty-first century. Group influences on consumer behavior. Marketing regulations and consumer behavior.

UNIT II

Reference Groups & Opinion Leader; Importance of cultures, sub-cultures, marketer's concern. Cross cultural consumer's behavior. Dynamics of relationship between brands and identity, how products prime social networks, consumer socialization.

UNIT III

Decision making process and problem recognition, types of decisions. The effect of personal influence and opinion leadership. Diffusion of innovations. Organizational buying behavior: Concept & differences with consumer buying behaviour.

UNIT IV

The implicit consumer cognition, consumer attitudes and behavior; consumer needs-wants, motivation and goals in consumption, personality and consumer behavior, consumer perception-marketers concern; perceptual risks; learning and consumer involvement. Consumer emotions. Information search. Alternative evaluation and selection. Outlet selection and purchase. Post purchase processes, consumer satisfaction, and consumer commitment.

Course Outcomes

By studying the course, the students will be able to apply knowledge of market psychology & consumer behavior patterns to the design of the marketing mix and to develop different positioning strategies for different target markets and behavior patterns.

Suggested Readings

1. Kotler, P., & Keller, K. L. (2018). *Marketing Management*. Pearson Prentice Hall.
2. Belk, R. W., Fischer, E & Kozinets R. V. (2013). *Qualitative Consumer and Marketing Research*. Los Angeles: SAGE Publications Ltd.
3. Howard, D. J., Kirmani, A., & Rajagopal, P. (Eds.) (2013). *Social Influence and Consumer Behaviour*. New York: The Psychology Press.
4. Kimmel, A. J. (2012). *Psychological Foundations of Marketing*. USA: The Psychology Press.
5. Priest, J., Carter, S., & Statt, D. A. (2013). *Consumer Behaviour*. UK: Edinburgh Business School.